



Meeting Window #2

VISITORS & TOURISTS

June 24, 2008

1) Presentation

- Planning Process Status
- Introduction to Visitors & Tourists
- Instructions for Break Out Groups

2) Break Out Groups

3) Report Out

4) Adjourn



Planning Process

Meeting Window	Title	Purpose	Topics	Timeframe
1	The Big Picture Where Have We Been, Where We Are, Where Are We Heading?	Kick Off P.R. Education	<p>Education on existing plans and past plans</p> <ul style="list-style-type: none"> -recommendations -accomplishments <p>Description of planning process</p> <p>Reaffirm vision of DT Advisory Report</p> <p>Education on general data and trends</p> <p>Validate issues and goals already identified</p> <ul style="list-style-type: none"> -what's missing -prioritize 	APR - MAY 2008
2	What Are the Possibilities?	Concepts	<p>ID broad approaches to deal with issues identified</p> <p>Evaluate positives/negatives and tradeoffs of each</p>	JUN - AUG 2008
3	Charting a Course	Alternatives	<p>Focus/Refine alternatives</p> <p>Begin to develop recommendations</p>	SEP - NOV 2008
4	Getting Down to Action	Recommendations	<p>Finalize recommendations</p> <p>Develop implementation strategy</p> <ul style="list-style-type: none"> -what's missing -prioritize -prioritize 	DEC - FEB 2009
5	Pulling it All Together	Plan Document Overview P.R.	<p>Tie up loose ends</p> <p>Draft Plan (public hearing draft) for introductions to Common Council</p>	MAR - APR 2009

COMPLETED

Current Meeting Window

Meeting Window	Title	Purpose	Topics	Timeframe
2	What Are the Possibilities?	Concepts	ID broad approaches to deal with issues identified Evaluate positives/negatives and tradeoffs of each	JUN - AUG 2008

Kickoff Meeting Highlights

Goals:

- Downtown should be welcoming, accessible & safe for everyone



Kickoff Meeting Highlights

New Ideas:

- Signage/Visibility of public parking ramps - people don't know where they are.
- Promote Downtown as a Visitor and Convention Destination working with C.V.B.



Top Recommendations:

- Involve the business community in parking solutions for short and long term *(11 Votes)*
- Work with partners to create an engaging retail experience *(7 Votes)*
- Signage/Visibility of public parking ramps - people don't know where they are *(7 Votes)*



Visitor Development

(attractions, events, facilities, services, infrastructure and overall brand experience)

- Improved transportation & destination accessibility
- Committed to environmental stewardship
- More downtown lodging alternatives
- Increased lake & lakefront activity
- Increased convention business
- Outdoor recreation emphasis
- Strong cultural tourism
- Distinct visitor districts
- Addition of iconic attractions
- Excellent, authentic customer service



Source: Greater Madison Convention & Visitors Bureau

DOWNTOWN
Plan
Madison, Wisconsin

VISITORS

- Safety
- Cleanliness
- Friendliness
- Beauty of Landscape
- Affordability/Value
- Relaxation Opportunities
- Excellent service

NON-VISITORS

- Cleanliness
- Affordability/Value
- Friendliness
- Safety
- Beauty of Landscape
- Relaxation Opportunities
- Excellent reputation



Key Destination Drivers

- University of Wisconsin-Madison
- Monona Terrace and Alliant Energy Center meetings and events
- State capital/government
- Corporate business
- Outdoor recreation
- Lakes
- Medical/health centers
- Festivals and sports events

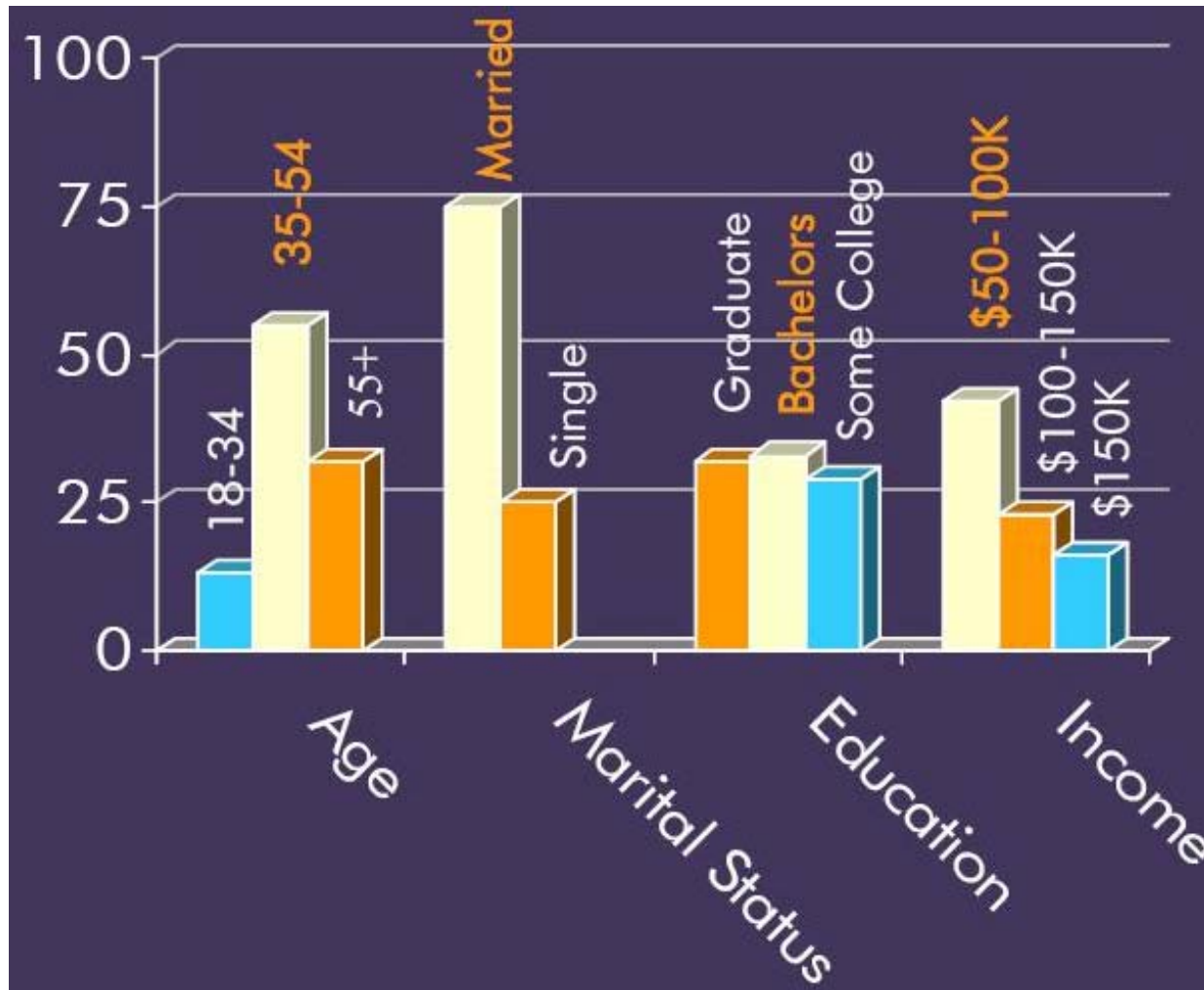


Top Visitor Activities

- Dining 65%
- Shopping 47.7%
- Sightseeing 32.5%
- Visiting Friends & Relatives 31.1%
- Outdoor Recreation 23.1%
- Special Event 20.7%
- Sports Events 20.6%



Visitor Profile



Typical Visitor

- 55% Age 35-54
- 75% Married/Domestic Partner
- 65% Post-secondary Degree
- 42% \$50-100K Household

Source: Greater Madison Convention & Visitors Bureau

Visitors and Tourist Map



- 1) Designate a Notetaker and Spokesperson
- 2) Discuss Questions and Record the Group's Ideas
 - Use maps to show geographically focused ideas
 - Use flip charts to record other ideas
- 3) Report Out - Share 2-3 Big Ideas (from any of the questions)

Break Out Group Questions



- 1) What draws visitors and tourists to Downtown? (20 minutes)
- 2) What opportunities exist to make Downtown more inviting to different groups of visitors and tourists?(30 minutes)
- 3) How can your big ideas about “Visitors & Tourists” advance the goal of sustainability? (15 minutes)